# PRODUCT PROMOTION PLAN

## 6th Sales Cycle

Nov. 4-Dec. 27, 1974

PHILIP MORRIS U.S.A.

BUILDING #1

1005010008

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# SIXTH SALES CYCLE

| | NOVEMBER 4, 1974—DECEMBER 27, 1974 | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Week Starting | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 |
| 1st Featured Brands | Benson & Hedges 100's | | | | | | | |
| 2nd Featured Brands | Virginia Slims | | | | Marlboro Red/Green | | | |
| 3rd Featured Brands | Marlboro Red/100's | | | | Parliament 80/85's | | | |

## BACKGROUND INFORMATION

### BENSON & HEDGES 100's—1ST FEATURED BRAND

November 4—December 27, 1974

**Consumer Offer:**

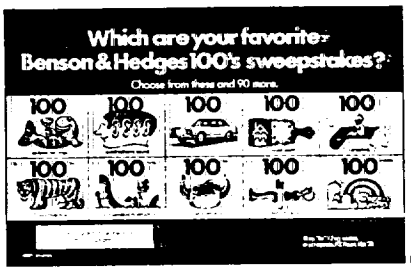
- This year, for the fourth consecutive time, Benson & Hedges will feature the "100's" 100 Sweepstakes. Last year's responses topped the 2 million mark. With increased prize values and media coverage extended into the news weeklies this year, we expect an even greater number of returns.

  Benson & Hedges 100's will be generic in non-sweepstakes states—(Idaho, Missouri & Georgia).

**Trade Offer:**

- There is also a Benson & Hedges 100's Sweepstakes for the trade only. This sweepstakes has a special entry card (see enclosed sample), and offers the following prizes:

  1ST PRIZE: 100 feet of $1.00 Bills
  2ND PRIZE: 100 $1.00 Bills
  3RD PRIZE: 100 half dollars




**Facts About the Brand:**

- Benson & Hedges Regular .....+ 9.0
- Benson & Hedges Menthol .....+13.5
- Total Benson & Hedges .....+10.6

### VIRGINIA SLIMS

**2ND FEATURED BRAND**
**1ST 4 WEEKS**

November 4—November 29, 1974

**Consumer Offer:**

- Virginia Slims will feature *Generic Materials as a Secondary Promotion* during the first 4 weeks.
- Also, special counter cards will offer the 1975 BOOK OF DAYS through the mail—with 10 end panels from Regular or Menthol.

**Brand Activity**

- During this cycle, Virginia Slims will be supported by the heaviest schedule of media, promotion, and publicity events in the brand's history.
- With these efforts, special attention must be given to assure adequate inventories of Virginia Slims in all carton and single pack outlets. In order to realize the effect of these marketing efforts, there must be product availability.

**Facts About the Brand:**

- Virginia Slims Regular .....+11.6
- Virginia Slims Menthol .....+17.3
- Total Virginia Slims .....+14.0

### MARLBORO

**2ND FEATURED BRAND—2ND 4 WEEKS** December 2—December 27, 1974
**3RD FEATURED BRAND—1ST 4 WEEKS** November 4—November 29, 1974

**Consumer Offer:**

- Generic and Christmas

**Selling and Merchandising:**

- Marlboro continues its phenomenal growth, and special efforts are required to maintain adequate inventories on all packings. To this end, Marlboro will be featuring generic materials this cycle which allow flexibility in displaying and selling-in all Marlboro packings.

  —During the 2nd 4 weeks, display *Marlboro Red* and *Green*. The Sell-In will include Lights.

  —During the 1st 4 weeks, display *Marlboro Red* and *Marlboro 100's*. The Sell-In will include the packings of *Red* and *100's* that are presently sold in your market.

**Special Activities**

- The PPP has been expanded to include an additional 5 cartons of Marlboro Red with 5% gratis.
- Also, the Mini-Bin program will provide additional Marlboro display space.

**Facts About the Brand:**

- Marlboro Box .....+ 6.4
- Marlboro Soft Box .....+ 7.9
- Total Marlboro (Box and Soft) .+ 7.1
- Marlboro Lights .....+34.2
- Marlboro 100's Box .....+31.9
- Marlboro 100's Soft .....+19.7
- Total Marlboro 100's .....+21.9
- Marlboro Menthol .....+16.6
- TOTAL Marlboro .....+ 9.8

### PARLIAMENT

**3RD FEATURED BRAND 2ND 4 WEEKS**
December 2—December 27, 1974

**Consumer Offer:**

- Generic

**Selling and Merchandising**

- Parliament Box and Soft Packs will be featured in all 20 Pack Set/Sell Units.
- With new packages for Parliament Box and Soft about to be introduced nationally, every effort must be made during this cycle to sell and display both current packings. This is essential, to avoid problems with returned goods when the new packages reach distributors and retailers.

**Facts About the Brand:**

- Parliament 100's .....+16.9
- Total Parliament .....+ 2.6

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# POINT-OF-SALE KIT

**1ST FEATURED BRAND** — 30 Pack Set/Sell; 18 Pack Set/Sell; Shelf Talker; Poster; Easel Card

| | ITEM | S/R | DM | M/R | PACKING |
|---|---|---|---|---|---|
| **BENSON & HEDGES 100'S** Sweepstakes<br>Nov. 4-Dec. 27, 1974 | 30 Pack Set/Sell with Coupon Pad | | AS PER LIST | | 50<br>50 |
| | 18 Pack Set/Sell with Coupon Pad | | AS PER LIST | | 50 & 75<br>50 |
| | Small Shelf Talker with Coupon Pad | 100 | — | 25 | 50 |
| | Posters<br>Retail entry card | 50<br>400 | — | —<br>— | Bulk<br>400 |
| | Counter Card (Easel) with Coupon Pad | 100 | — | 25 | 50 |
| **BENSON & HEDGES 100'S** Generic<br>Non-Sweepstakes States (Idaho, Missouri & Georgia)<br>Nov. 4-Dec. 27, 1974 | 30 Pack Set/Sell | | AS PER LIST | | 50 |
| | 18 Pack Set/Sell | | AS PER LIST | | 50 & 75 |
| | Posters (Generic) | 50 | — | — | Bulk |
| | Small Shelf Talker | 100 | — | 25 | 50 |
| | Counter Cards (Easel) | 100 | — | — | 50 |

**2ND FEATURED BRANDS** — Shelf Talker; Counter Card

| | ITEM | S/R | DM | M/R | PACKING |
|---|---|---|---|---|---|
| **VIRGINIA SLIMS** Generic<br>Nov. 4-Nov. 29, 1974 | Small Shelf Talker | 50 | | 25 | 50 |
| | Counter Card with coupon pad (Book Of Days) | 50 | | 25 | 50 |
| **MARLBORO RED/GREEN CHRISTMAS**—Generic<br>Dec. 2-Dec. 27, 1974 | Small Shelf Talker | 50 | | 25 | 50 |
| | Counter Card | 50 | | 25 | Bulk |

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# POINT-OF-SALE KIT

**1ST FEATURED BRAND** — 30 Pack Set/Sell; 18 Pack Set/Sell; Shelf Talker; Poster; Easel Card

| | ITEM | S/R | DM | M/R | PACKING |
|---|---|---|---|---|---|
| **BENSON & HEDGES 100'S** Sweepstakes<br>Nov. 4-Dec. 27, 1974 | 30 Pack Set/Sell with Coupon Pad | | AS PER LIST | | 50<br>50 |
| | 18 Pack Set/Sell with Coupon Pad | | AS PER LIST | | 50 & 75<br>50 |
| | Small Shelf Talker with Coupon Pad | 100 | — | 25 | 50 |
| | Posters<br>Retail entry card | 50<br>400 | — | —<br>— | Bulk<br>400 |
| | Counter Card (Easel) with Coupon Pad | 100 | — | 25 | 50 |
| **BENSON & HEDGES 100'S** Generic<br>Non-Sweepstakes States (Idaho, Missouri & Georgia)<br>Nov. 4-Dec. 27, 1974 | 30 Pack Set/Sell | | AS PER LIST | | 50 |
| | 18 Pack Set/Sell | | AS PER LIST | | 50 & 75 |
| | Posters (Generic) | 50 | — | — | Bulk |
| | Small Shelf Talker | 100 | — | 25 | 50 |
| | Counter Cards (Easel) | 100 | — | — | 50 |

**2ND FEATURED BRANDS** — Shelf Talker; Counter Card

| | ITEM | S/R | DM | M/R | PACKING |
|---|---|---|---|---|---|
| **VIRGINIA SLIMS** Generic<br>Nov. 4-Nov. 29, 1974 | Small Shelf Talker | 50 | | 25 | 50 |
| | Counter Card with coupon pad (Book Of Days) | 50 | | 25 | 50 |
| **MARLBORO RED/GREEN CHRISTMAS**—Generic<br>Dec. 2-Dec. 27, 1974 | Small Shelf Talker | 50 | | 25 | 50 |
| | Counter Card | 50 | | 25 | Bulk |
| | Posters | 25 | | 25 | 50 |

**3RD FEATURED BRANDS** — 20 Pack Set/Sell; Poster

| | ITEM | S/R | DM | M/R | PACKING |
|---|---|---|---|---|---|
| **MARLBORO RED/100'S** Generic<br>Nov. 4-Nov. 29, 1974 | 20 Pack Set/Sell | | AS PER LIST | | 50 |
| **PARLIAMENT 80/85'S**<br>Dec. 2-Dec. 27, 1974 | 20 Pack Set/Sell | | AS PER LIST | 25 | 50 |
| | Posters (Generic) | 25 | | 25 | Bulk |

**MISCELLANEOUS**

| | S/R | DM | PACKING |
|---|---|---|---|
| "SPECIAL OFFER" 10 Carton Bands | 20 | 1 | 20 |
| Daily Work Record | 2 | 1 | |
| Retail Order Pads | 2 | 1 | |
| Masking Tape | 1 | 1 | |
| Scanner Sheets | 10 | 1 | |

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## SCANNER SHEET MAILING

SCANNER SHEETS, BOARDS, AND ENVELOPES FOR THE SIXTH CYCLE WILL BE MAILED SEPARATELY TO EACH SALES REPRESENTATIVE TO ARRIVE THE WEEK OF OCTOBER 28, 1974. THEY WILL NOT BE INCLUDED IN THIS CYCLE'S P.O.S. KIT.

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PRODUCT PROMOTION PLAN

# 6th Sales Cycle

## Nov. 4-Dec. 27, 1974

NEW YORK CITY AREA

PROMOTION RATIONALE & MERCHANDISING PROGRAM SET-UP SHEET

The new Benson & Hedges 100's Flip Top Box will find ready acceptance in the New York market. New York is the Number 1 Box market in the country, and these new packs will continue in the successful tradition of Benson & Hedges 100's.

Benson & Hedges 100's Box is an exciting addition, supported by distinctive packaging, P.O.S. material and advertising. However, in order to maximize its potential, Benson & Hedges 100's Box must attain a high level of distribution and display, through the effective use of the materials provided.

Benson & Hedges 100's Box will be the primary brand during the entire 8-weeks of the Sixth Sales Cycle. The merchandising and sell-in activity outlined for Benson & Hedges 100's Box will supersede the brand alignment outlined in the National Product Promotion Plan Folder.

Sell-in 5 cartons of Benson & Hedges 100's Box--3 Regular and 2 Menthol--as part of the 15-carton P.P.P. This sell-in should be separate from and precede the presentation for the remaining P.P.P. brands. 10% gratis is allowed on these 5 cartons only, to a maximum of 5 packs free per location.

A $1.00 set-sell allowance is authorized for the placement of the 30-pack display in a self-service position for two weeks. This display should contain 2-cartons of Regular and 1-Menthol. (NOTE: The Regular/Menthol mix for the sell-in and display may be altered to suit local circumstances.)

PLAN "B" and "B-1" DISPLAYS: Benson & Hedges 100's Box replaces Benson & Hedges 100's.

All other instructions relating to the 15-carton sell-in and display activities outlined in the Product Promotion Plan Folder will remain unchanged.

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PRODUCT RATIONALE -- BENSON & HEDGES 100'S FLIP TOP BOX

New York is ready for Benson & Hedges 100's Flip Top Box.

Continuing the winning ways of Benson & Hedges 100's (America's Number 1 100mm cigarette), the new box will appeal especially to smokers in New York--the Number 1 box market in the country.

Research indicates that women especially like the extra convenience, styling, and value of a Flip Top Box. And women make up more than two thirds of all Benson & Hedges customers--and even more of all New York shoppers. The same will be true of Benson & Hedges 100's Box.

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PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: AM-CS, AM-DS, D.M., M/R (New York Area) Date: October 15, 1974

From: J. J. Gillis

Subject: Benson & Hedges 100's Flip-Top Box
Management Account Coverage
October 15, 1974 - October 25, 1974

## INTRODUCTION

The metropolitan New York Trading area (Jersey City, N. J. warehouse only) has been selected as the introductory market for Benson & Hedges 100's Flip-Top Box. This market will provide a great deal of information on the national potential and acceptability of this new packing.

Benson & Hedges Box will be featured as the primary brand during the entire Sixth Cycle (November 4 - December 27) 1974. This will involve a five carton Benson & Hedges Box sell-in with 10% gratis to be presented prior to the remainder of the P.P.P. presentation. The full details of the sell-in procedure are outlined in the following and dealt with specifically in the retail activity instructions.

## PRODUCT DETAILS

| | | |
|---|---|---|
| . Product | - | Benson & Hedges 100's Flip Top Box (Regular Filter and Menthol). |
| . Item Number (UPC) | - | 00416 Regular Filter<br>00426 Menthol |
| . Price | - | $11.80 per thousand |
| . Case Packing | - | 6000/case (30 carton case) |
| . Case Dimensions | - | 17 x 11-15/16 x 11-9/16 |
| . Case Weight | - | Approximately 21.5 lbs. |
| . Sales Meeting | - | October 15, 1974 |
| . Direct Account Solicitation | - | October 15 - October 25, 1974 |
| . Terms | - | 3% - 30 days (available on introductory quota only) |

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| | | |
|---|---|---|
| . Distribution Allowance | - | If purchase only one packing: 50¢ per thousand ($3.00 per 6 M case) on introductory quota.<br><br>If purchase Regular and Menthol: 75¢ per thousand ($4.50 per 6 M case) on introductory quota. |
| . Introductory Allowance Period | - | October 28 - November 15, 1974 |
| . Product Available Direct Accounts | - | October 28, 1974 |
| . Account Quotas | - | **Lists* will be provided.**<br>(* Quota lists give product item numbers as 416 and 426 rather than the UPC form, 00416 and 00426. Also, the total case figure represents quotas for both Regular and Menthol. This total should be divided between Regular and Menthol according to the specific needs of the account.) |

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MANAGERS - CHAIN SALES & DISTRIBUTOR SALES

General Activities

- Direct account coverage will take place October 15 - October 25, 1974.
- An account quota list will be provided covering each account. This list should be reviewed with your Section Manager prior to making any direct account contact.
- A trade circular (No. 437) will be hand-delivered to each direct account as contact is made. Additional copies will also be made available.
- Sell-in samples will be provided for each AM-DS, AM-CS, and M/R (Will be available at Sales Meeting).
- Initial distributor contacts should be focused toward those accounts where our retail salesmen pick-up merchandise frequently.
- Chain headquarter presentations should be scheduled as early as possible.
- All orders taken for Benson & Hedges 100's Box should be forwarded at once to:

  Mr. L. E. Johnson
  Customer Service Department
  Richmond, Virginia

- Make certain that, upon acceptance, Benson & Hedges 100's Box is placed in the retail order books and properly coded for reordering purposes.

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AREA MANAGERS - CHAIN SALES - SPECIFIC OBJECTIVES

- Benson & Hedges 100's Box must be presented to all accounts to gain maximum distribution in all types of retail chain outlets.

- Chain accounts, such as supermarkets, convenience stores, drugs, mass merchandisers, and tobacco shops where single package sales are featured are an important objective for developing early consumer trial purchases.

- It is important to remember, the distribution and display of Benson & Hedges 100's Box is key to its success. Availability and display are essential in outlets that can provide package exposure during the initial trial period.

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AREA MANAGERS - DISTRIBUTOR SALES - SPECIFIC OBJECTIVES

- All account quotas should be reviewed and discussed with your Section Manager prior to initial coverage.

- Sell-In: Solicitation for orders will initially be directed to those wholesale distributors where our retail sales force will be picking up merchandise to meet their needs. General wholesale account coverage will take place after this initial coverage for our retail force has been accomplished.

- Sell-In a sufficient quantity of product to insure that enough is on hand to handle the retail selling efforts.

- Make certain that sufficient product is available during the initial pipeline filling and the consumer trial periods.

- Follow up in every instance to determine if the product ordered arrives on time.

- Area Manager - Distributor Sales must attempt to attend distributor sales meetings where possible to enlist distributor salesmen's support in gaining new placements for Benson & Hedges 100's Box.

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DIVISION MANAGER - OBJECTIVES

The retail activity instructions detail the basic essentials relating to the sell-in, merchandising, and displaying of Benson & Hedges 100's Box. In addition, it is important that the following points are adhered to:

- Prior to any division meetings, be certain you have spent at least one-half day doing retail work related to the Benson & Hedges 100's Box program. This will better prepare you for instructing retail salesmen in sales--merchandising--display activities.

- Closely supervise your Sales Representatives during the introduction of Benson & Hedges 100's Box. Pay particularly close attention to the newer salesmen who are experiencing their first new product introduction.

- Identify with your Sales Representatives the high volume outlets that refuse to purchase and/or display Benson & Hedges 100's Box. Assist your Sales Representatives in planning a recall strategy.

- Throughout the entire period, close communication must be maintained with all individuals involved in this product introduction. This will insure that adequate materials and products are available; that our assignments are being properly covered; and that Benson & Hedges 100's Box is being given the best possible support.

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## PERSONNEL

| Assignments | | Areas | Number Involved |
|---|---|---|---|
| Division 01-01-00 (Total) | | Manhattan | (5) |
| " | 01-02-00 (Total) | Manhattan, Bronx, Westchester | (5) |
| " | 01-03-00 (Total) | Brooklyn | (6) |
| " | 01-04-00 (Total) | Long Island | (7) |
| " | 01-05-00 (03 & 07 Only) | Yonkers, White Plains | (2) |
| " | 01-06-00 (Total) | Queens | (6) |
| " | 04-01-00 (Total) | Northern, N. J. | (6) |
| " | 04-02-00 (Total) | Northern, N. J. | (6) |
| " | 04-04-00 (02, 03, & 04 Only) | New Brunswick, N. J. area | (3) |
| DIVISION MANAGERS | | See Above | (9) |
| AMDS | 01-21-00 | New York Area | |
| | 01-22-00 | | |
| | 04-22-00 | New Jersey | (3) |
| AMCS | 01-41-00 | New York Area | |
| | 04-41-00 | New Jersey | (2) |
| MIL REPS | 04-61-00 | New Jersey | (1) |
| SECTION MANAGERS | (01 & 04) | New York, New Jersey | (2) |
| | | TOTAL PERSONNEL | (63) |

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## MATERIALS

A list of POS materials to be used during this introduction is included in the retail activity instructions. All materials are scheduled to be shipped from the warehouse during the week of October 21, 1974.

## TRADE CIRCULARS

Trade circulars will be provided in sufficient quantities to all field management personnel. These circulars should be hand-delivered to all direct accounts when contact is made. No circulars will be mailed directly to accounts.

## ADVERTISING

Full color advertisements supporting Benson & Hedges 100's Box will appear in November issues of the following:

- T. V. Guide
- New York Magazine
- Cue
- Playbill
- Lincoln Center Program

Also, there will be color advertisements in three Sunday Supplements:

- New York Times
- New York News
- Long Island Newsday

There will be black and white advertisements in the following newspapers:

- New York News
- New York Post
- New York Times
- Long Island Press
- Staten Island Advance
- Jersey City Journal
- Newark Star Ledger
- Yonkers Herald Statesman
- Mount Vernon Argus
- New Rochelle Standard Star
- Tarrytown News
- White Plains Reporter Dispatch
- Long Island Newsday
- Bergen Record
- Passaic/Clifton Herald News
- Paterson News
- Village Voice

In addition, an extensive subway (platform panel and clocks) and outdoor (paint and Criterion Kings) campaign will run in the test area.

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REPORTING

Distribution reports must be submitted to your Section Manager weekly, beginning October 11 until further notice, with a copy to your Region Manager giving the following information:

- Account Name (list major account, direct and non-direct).
- Account allocation, if direct buyer.
- Quantity shipped against allocation (Regular and Menthol).
- Date Benson & Hedges 100's accepted.
- Scanner sheets should be prepared in the following manner:

  Total Benson & Hedges 100's Box sales should be reported under 1st Major Cigarette. Paid displays should be reported under 1st Major Cigarette Set/Sell, and non-paid under Non-Paid Displays 1st Major. Marlboro Red sold with gratis as part of the P.P.P. should be reported under Special Instructions, Column #1. (See attached sample scanner.)

The New York Trading area will receive a significant amount of advertising, merchandising, and retail sales activity during this introductory period. This area will be monitored closely to gain valuable information that will be helpful in developing further sound marketing strategies as we plan for a national introduction.

Any questions relative to this entire program should be directed to your Section Manager or Region Manager initially. Further questions may then be directed to Carey Jenkins in New York.

Jack Gillis

J. J. Gillis

JJG:MV
Attachments

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PRODUCT PROMOTION PLAN

# 6th Sales Cycle

## Nov. 4-Dec. 27, 1974

RETAIL ACTIVITY - NEW YORK AREA

SIXTH SALES CYCLE

NOVEMBER 4, 1974 - DECEMBER 27, 1974

| BRAND POSITION | NOV. 4 - NOV. 29 | DEC. 2 - DEC. 27 |
|---|---|---|
| FIRST MAJOR | BENSON & HEDGES 100'S FLIP TOP BOX | |
| SECOND FEATURED | VIRGINIA SLIMS | MARLBORO LIGHTS & GREEN |
| THIRD FEATURED | MARLBORO 100'S | PARLIAMENT BOX & SOFT |
| BUSINESS BUILDING PROGRAM | MARLBORO RED | |

INTRODUCTION

Benson & Hedges 100's Box continues in the fine tradition of Benson & Hedges. Available in both Regular and Menthol, it will appeal to that growing segment of smokers who prefer 100mm cigarettes and enjoy the convenience of a Flip Top Box. The New York area is an ideal test market for this new addition, as smokers in the region are oriented towards both 100mm cigarettes and the Flip Top Box, and we are optimistic about the success of Benson & Hedges 100's Box.

This is an important introduction. It is essential that all sales and merchandising activities be carried out with precision to insure rapid and thorough distribution of Benson & Hedges 100's Box, supported by sound merchandising techniques.

SELLING-IN FEATURED BRAND

Benson & Hedges 100's Box will be the First Major brand throughout the entire Sixth Cycle, and will be presented to the retailer prior to the sell-in of the remainder of the P.P.P.

- The offer to the trade consists of 5 cartons of Benson & Hedges 100's Box, with 10% gratis allowed on this 5 carton sell-in (1 pack free with each carton of Benson & Hedges 100's Box, to a maximum of 5 cartons per location). In addition, there will

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be a $1.00 "Set/Sell Allowance" for placing a 30-pack display in a self service position on the counter or check-out for a period of two weeks.

- In those outlets where you cannot place the $1.00 30-pack set/sell, you may still sell-in the merchandise outlined above, giving 10% gratis per location on a maximum of 5 cartons.

- The mix of the 5 cartons should be 3 Regular and 2 Menthol. However, this mix may be altered to take advantage of local retail conditions.

- The sell-in of the remaining 10 cartons of the P.P.P. will follow the Benson & Hedges 100's Box presentation. Gratis on these 10 cartons is authorized as follows:

  A maximum of 3 packs free on the 5 carton sell-in of the Second and Third Featured Brands.

  A maximum of 3 packs free on the 5 carton sell-in of Marlboro Red.

  For a total of 6 packs free on the entire 10 carton sell-in.

(NOTE: The 5 cartons of Marlboro Red with 3 packs of gratis are not to be sold as a replacement for any other brands in the P.P.P. The retailer must purchase all 15 cartons to receive gratis on the Marlboro Red.)

- In addition, another $1.00 payment per location is allowed for a set/sell display on the tertiary brands (Marlboro 100's-Parliament) where both primary and tertiary displays are in a self-service position for two weeks. In those outlets with a merchandising agreement, payment ($1.00) will be made only for the tertiary set/sell.

- The placement of mini-bins in non-controlled outlets with an allowance of $.10 per carton or $3.00 per display (maximum $3.00 payment for 30 cartons) should proceed according to instructions. This program will not interfere with presentations for Benson & Hedges 100's Box.

- Sell-in First 4 Weeks

  5 - Benson & Hedges 100's Box (3 Regular & 2 Menthol)
  3 - Virginia Slims (2 Regular & 1 Menthol)
  2 - Marlboro (2 100's)
  5 - Marlboro Red
  15 Carton sell-in

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- Sell-in Second 4 Weeks

5- Benson & Hedges 100's Box (3 Regular & 2 Menthol)
3- Marlboro (2 Lights and 1 Green)
2- Parliament (1 80 and 1 85)
5- Marlboro Red
15 Carton sell-in

MERCHANDISING - Benson & Hedges 100's Box

- Benson & Hedges 100's Box will be displayed in one of the two set/sell units provided: The 30 Pack Set/Sell or the 18 pack supermarket unit.

- Retail account coverage should follow the normal call card routing. However, it must be remembered that Benson & Hedges 100's Box should be presented in a separate presentation, prior to the remainder of the P.P.P.

- Placement of the Benson & Hedges 100's Sweepstakes easel card should be obtained wherever possible.

- Chain Supermarkets - You will be advised by your Division Manager of those accounts that have authorized Benson & Hedges 100's Box. In such outlets, product distribution is essential and should be obtained in all possible cases.

- Independent Markets - The objective in these outlets is to gain distribution and display, with special emphasis directed to locations where single packages are sold. The 30 pack set/sell should be used, with the $1.00 per store allowance, in these outlets.

Our primary objectives for Benson & Hedges 100's Box are to gain concentrated distribution and display during the initial coverage. Locations that offer the greatest potential for display and single package sales are a top priority during the introductory stages. Your Division Manager will review with you every phase of this important introduction.

SCANNER REPORTS

Total Benson & Hedges 100's Box sales should be reported under 1st Major Cigarette. Paid displays should be reported under 1st Major Cigarette Set/Sell, and non-paid under Non-Paid Displays 1st Major. Marlboro Red sold with gratis as part of the P.P.P. should be reported under Special Instructions, Column #1. (See attached sample scanner).

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Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

POINT OF SALE LIST

| | | AMCS | AMDS | S/R | D/M | M/R | CASE PACK |
|---|---|---|---|---|---|---|---|
| 30 Pack Set/Sell | 42027-084-00001 | -- | -- | 150 | -- | 25 | 50 |
| 18 Pack Set/Sell | 42027-084-00002 | -- | -- | 100 | -- | 25 | 50 |
| B Wire Primary Header | 42027-084-00003 | 25 | 0 | List | 0 | 25 | Band 25 |
| B-1 Large Headers | 42027-084-00004 | 25 | 0 | List | 0 | 25 | Band 25 |
| B-1 Large Strip | 42027-084-00005 | 25 | 0 | List | 0 | 25 | Band 25 |
| Small Shelf Talker | 42027-084-00006 | 0 | 0 | 100 | 0 | 25 | 50 |
| Poster | 42027-084-00007 | 0 | 0 | 50 | 0 | 25 | Bulk |
| Easel (100's Sweepstakes with Coupon Pad of 50*) | 42027-084-00008 | 0 | 0 | 100 | 25 | 50 | 50 |
| Trade Brochure | 42027-084-00009 | 50 | 50 | 10 | 25 | 50 | Bulk |
| Carton Card | 42027-084-00010 | 50 | 50 | 350 | 25 | 100 | Bulk |
| Trade Circular | | | | | | | |

* Taken from National Quantity

Benson & Hedges 100's Box is receiving special sales force and merchandising support during this sales cycle. In addition, a significant amount of advertising will be used to promote the brand, and assist us in achieving our initial distribution and display objectives. These factors should combine to create a high degree of trade and consumer interest in Benson & Hedges 100's Box.

However, in high volume calls where a retailer refuses to purchase Benson & Hedges 100's Box, you should make a note of the store name, and contact your Division Manager for assistance in planning a recall strategy.

Jack Gillis

J. J. Gillis

JJG:MV

1005010027

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

PRODUCT PROMOTION PLAN

# 6th Sales Cycle

## Nov. 4-Dec. 27, 1974

TO: FIELD SALES FORCE

FROM: J. J. GILLIS

This is the final Sales Cycle for 1974. We have an excellent opportunity to end the year with an all time high in total sales and in our share of market.

A main objective to be achieved during this cycle is complete product availability on all our major packings in all retail outlets.

We believe through your continued dedication, coupled with the additional exciting advertising, merchandising, and sales programs now in effect, our objectives will be met.

We are very confident that you can meet this challenge.

JJG:MV

Jack Gillis

100501028

SP 6A-74

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# MANAGEMENT SELL-IN CYCLE

## DIVISION MANAGERS

### TRAINING

- Spend one full day selling the Product Promotion Plan for the 6th Cycle before meeting with your people.
- Develop a selling approach for your division based on the 15 carton P.P.P. offer and the 30 carton mini-bin offer (see sample attached).
- The selling approach developed must be role played between you and your Sales Representatives prior to the beginning of the cycle.
- Emphasize selling the benefits of our brands to the trade and consumers, especially the extra 5 cartons of *Marlboro Red*.

### SUPERVISION

- Make certain that the 5 cartons of Marlboro Red are *not* sold-in as a replacement for any portion of The Product Promotion Plan during the 6th Cycle. The retailer must buy all 15 cartons to receive gratis on Marlboro Red.
- Continue to insure that proper territory coverages, utilization and distribution of P.O.S. Materials and sell-in procedures are maintained in order to maximize the volume potential of your territory.
- Determine if you have received a sufficient quantity of P.O.S. Material to carry you through each Sales Cycle prior to or at each Sales meeting. In the event of a shortage, re-order immediately. Do not wait until the Cycle begins to contact New York.
- Review your Sales Representatives P.O.S. storage locations this Cycle. Identify any materials that can still be placed in retail outlets. Set specific objectives with your people to use all remaining materials this Cycle.

### RETAIL ACTIVITY

Increasing Book orders on all brands in supermarkets must be a top priority activity this Cycle.

- *CONTROLLED:* The format on the enclosed *Presentation Suggestions* must be followed as outlined.
- *NON-CONTROLLED:* Place mini-bins (a 30 carton mini-bin with header card) in non-controlled outlets. The offer to the trade will be $3.00 per display (10¢ per carton). No Parliament 80/85's to be included.
- The 30 carton Mini-bin Presentation may pre-empt the 15 carton sell-in offer. If the customer refuses the Mini-bin offer, sell-in the 15 carton P.P.P. offer.

### REPORTING

- All gratis will be reported in the usual manner.
- On Scanner Sheets the 5 cartons of Marlboro Red must be reported in Column #1 under Special Instructions.
- Report all 30-carton Mini-Bin displays erected in the Supplemental Special Activity column. All other reporting will be done in the usual manner (sample scanner included).

### MATERIALS

- Generic carton cards (25 each card) for Benson & Hedges 100's, Parliament 100's, Box, and Soft, and Virginia Slims have been included as part of each Sales Representative's P.O.S. kit. They should be used to make single carton displays. Additional quantities may be ordered from the warehouse in the normal manner.

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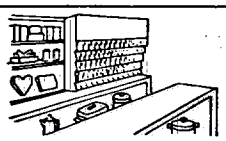
Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# 6 October 7-November 1, 1974



## AREA MANAGERS—DISTRIBUTOR SALES

### DISTRIBUTOR COVERAGE

By now, your Section Manager has discussed the 1974 Fall Business Building Program. Because of the volume impact this program will have on your Distributor's business *you must immediately:*

- Attempt to sell in a minimum of one extra week's quantity of Marlboro Red plus an extra week's quantity of all other brands to be featured this Cycle. This merchandise will be required to support our additional retail activities.
- All distribution outlets that are used by our Sales Representatives to buy merchandise for the P.P.P. sell-in, must be contacted first.
- Standing Orders for your Distributors are frequently outdated when implemented, because of the rapid growth of our brands. Review your key accounts first, then check accounts to make certain standing orders are at least 85% of the account's volume.

### VENDING COVERAGE

Effective immediately through March 1975, your vending objectives must focus on several areas. The new V.I.P. Vending Program will be your guideline:

#### NEW VENDING PROGRAM

- Establish priorities for presenting the program elements based on the needs of the vendor and objectives to be gained.
- *The Special Vendor "Ride-with" offer* has been extended through March 31, 1975. Ride-with programs are to be planned and completed by that time. *NOTE:* Ride-with activity occurs only when a Philip Morris Representative accompanies the Route Man.
- The Location Placement Forms must be completed (in quadruplicate) by each Philip Morris Representative after working with each Vendor Route Man. Certification forms must be approved by either an AM-DS or D.M.

#### THE CONVERSION TOOL

- Identify potential conversions by analyzing your accounts thoroughly.
- To convert a customer's machine, your minimum gain must be *4 extra* columns of Philip Morris Brands.
- Conversion Tool activities are on-going, and presentations must be scheduled on an organized and planned basis.
- Once you have identified your objectives, review them with your Section Manager prior to implementation.

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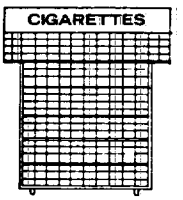
Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# AREA MANAGERS' CHAIN SALES

## PLAN A

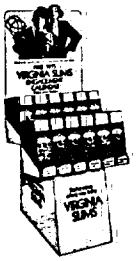
- Review Plan-O-Grams for all accounts in your area of responsibility. Update and secure chain approval for a share of the carton fixture equal to the market share in your area.
- We are still receiving carton rack Plan-O-Grams which do not indicate the location of the account. The account address for each store, the headquarters location, and the number of stores involved must be included for each chain account.




## PLAN A-1

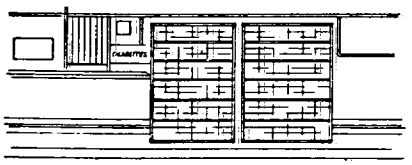
- The Marlboro A-1 Generic Display will now be up in your accounts. Audit a minimum of 50 stores to determine if minimum requirements (at least 150 cartons per display) were adhered to in order to qualify for the $10.00 payment. Immediately at the end of the Marlboro Promotion, provide your Section Manager with a comprehensive report pointing out strengths and weaknesses of this program.
- All invoices must be completed for this program by November 30, 1974.

- The Virginia Slims Book of Days Program by now has been presented to all chain accounts. Re-present all refusals immediately.
- Where you have secured account approval to install Virginia Slims A-1 displays, advise all individuals responsible for installing displays immediately.



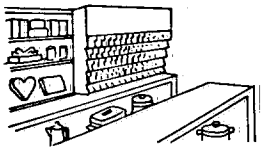

## • MERCHANDISING •

### SHOW AND SELL CONCEPT



- Continue to present the show and sell concept to those accounts that have removed cigarettes from a self-service merchandising position. This is an alternative merchandising concept that has proven effective in improving cigarette sales.

### PACK MASTER™ MERCHANDISER



- You have now been using this merchandising concept for approximately one year. In your next field report, give your evaluation of the impact this merchandiser has made on the single package business in your area.

### SERVICE CENTER

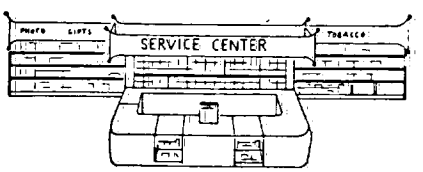
- Continue to make presentations on this concept.
- In accounts where presentations have been made, follow through to get the commitment.
- Reporting: we need the following information from you on a monthly basis:

—Total number of service centers in operation in your area.

—Number of service centers now under construction in your area.

—Number of service centers planned in your area.

—Send this information to your SSM monthly with a copy to Gerald Choyke in the New York office.




SP 6B—74

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Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# MILITARY REPRESENTATIVES
# SIXTH SALES CYCLE

**NOVEMBER 4, 1974—DECEMBER 27, 1974**

## FEATURED BRANDS

For your information, the following chart provides you with military and national sales growth figures for all brands through August, 1974. National advertising and promotional efforts will be placed behind the brands preceded by an (*).

| BRANDS | Military Growth | Nat. Growth | BRANDS | Military Growth | Nat. Growth |
|---|---|---|---|---|---|
| *Marlboro 80/85 | + .3% | + 7.1% | *Parliament 80/85 | — 4.3% | — 1.6% |
| *Marlboro Lights | + 28.9% | + 34.2% | *Parliament 100's | + 26.1% | + 16.8% |
| *Total Marlboro 100's | + 17.4% | + 21.9% | *Total B & H Mult. | — 11.2% | — 1.1% |
| *Marlboro Menthol | — 6.8% | + 16.6% | *B & H Regular 100's | + 4.5% | + 9.0% |
| *Total Marlboro | + 3.4% | + 9.8% | *B & H Menthol | + 10.3% | + 13.5% |
| *Virginia Slims Reg. | + 12.8% | + 11.6% | | | |
| *Virginia Slims Men. | + 26.9% | + 17.3% | | | |

The sales figures above provide you with an opportunity to compare Military growth with National growth.

## DISTRIBUTION/INVENTORY

- Continue to identify accounts with distribution voids. Make presentations designed to close existing voids.
- Our brands continue to grow at an unprecedented rate. Check inventory at retail and warehouse level to correct any out-of-stock situations.

## MERCHANDISING

**PLAN A**

Continue to maintain at least a 22% share on the carton fixture, in accordance with the specifications in the new AAFES contract.
This contract must be adhered to without deviation.

**PLAN A-1**

We have forwarded to you A-1 bins for the Virginia Slims Book of Days Promotion, as per your SSM list.

At the end of this promotion, please provide us with the following information:

- Number of Bins Received _____
- Number of Bins Installed _____
- Trade's Reaction to Promotion
- The approximate length of time that bins remained up _____

Also, the Virginia Slims Book of Days promotion provides you with an excellent opportunity to gain new distribution on Virginia Slims regular or menthol. The new AAFES contract states, "Any brand in the store assortment list may be stocked at any resale outlet."

**AAFES B & B1 PROGRAM**

These display units provide important product exposure in high volume outlets. Be sure the displays are being properly maintained in compliance with our merchandising contract.

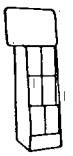
WOOD

WIRE

B1

**SET/SELL DISPLAYS**

These units can be used and are acceptable where single packages are displayed. Payments are not to be made for this display.

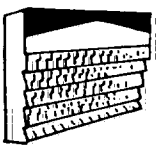


**VENDING**

Continue to work with the vending specialist on military bases in an effort to secure placements for our brands. Advise your Section Managers of any successes gained as a result of working with the base specialist.

**PACK MASTER™ MERCHANDISER**

Pack Masters have been widely accepted by many military outlets throughout the country. Units are to be requested in the normal manner. Presentations to military outlets will be an ongoing program.



**CARTON CARDS**

We are supplying you with a quantity of generic carton cards for use in displaying a single carton of merchandise. This card is especially useful in instances where you are unable to get B, B-1 or Set/Sell units on display. You can reorder in the normal manner as it becomes necessary.

## REPORTING

- The computer program will accept figures up to 999 only (three degits per call). In instances where you pack out more than 999 cartons in a call, fill out two or more call reports to show the total.
- Please put your name, territory number and date (Competitive Activity, Plan-o-grams, news media clippings, etc.) on any material that is sent into the New York office.
- In reviewing your computer print-outs, check all aspects such as call card numbers, territory assignments, responsibility for contact, distribution, etc.
- If there are incorrect entries, make a Xerox copy of the page and send it to New York to the attention of Mr. Bill Kerr.



1005010032

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# PRESENTATION SUGGESTIONS

## NON-CONTROLLED OUTLETS

OPENER: _____

| *Featured Brands* | *Consumer Offer* | *Brands Growth* |
|---|---|---|
| BENSON & HEDGES 100's | See Promotion Rationale | Local Sales Figures |
| VIRGINIA SLIMS OR MARLBORO | See Promotion Rationale | Local Sales Figures |
| MARLBORO OR PARLIAMENT | See Promotion Rationale | Local Sales Figures |
| MARLBORO RED | None | Local Sales Figures |

*BENEFITS:* _____

*Profit Structure*

| | |
|---|---|
| • 150 Packs x ____¢ Per Pack | = $_____ GROSS RESALE VALUE |
| • Number Cartons ____ x $____ Cost | = $_____ RETAILER'S COST |
| • Subtract Retailer's Cost From Gross Sales | = $_____ GROSS DOLLAR PROFIT |
| —ADD $1.00 (SET/SELL ALLOWANCE FOR PRIMARY DISPLAY) | |
| —ADD $1.00 (SET/SELL ALLOWANCE FOR TERTIARY DISPLAY) | = $_____ TOTAL SET/SELL ALLOWANCE |
| —ADD 8 x 50¢ OR $4.00 (Gratis Packs) | = $_____ RESALE VALUE—8 FREE PACKS |
| • ADD GROSS DOLLARS + SET/SELL ALLOWANCE + 8 FREE PACKS | = $_____ TOTAL GROSS $ PROFIT |
| • TOTAL GROSS DOLLAR PROFIT ÷ GROSS SALES | = $_____ GROSS PROFIT MARGIN |

*CLOSE:* _____

BRANDS GROWTH AND/OR MARKET SHARE IS AN OPTIONAL ELEMENT OF THIS PRESENTATION AND SHOULD BE USED ON AN AS NEEDED BASIS.

## MINI-BINS (NON-CONTROLLED OUTLETS)

OPENER: _____

| *Featured Brands* | Suggested Mix* | *Brands Growth* |
|---|---|---|
| MARLBORO RED (BOX & SOFT) | 10 | Local Sales Figures |
| BENSON & HEDGES 100's (3 REG., 2 MEN.) | 5 | Local Sales Figures |
| VIRGINIA SLIMS (3 REG., 2 MEN.) | 5 | Local Sales Figures |
| PARLIAMENT 100's | 5 | Local Sales Figures |
| MARLBORO 100's, LIGHTS, MENTHOL | 5 | Local Sales Figures |
| | TOTAL 30 | |

*Mix may be altered to fit local circumstances.

*BENEFITS:* _____

*Profit Structure*

| | |
|---|---|
| • 30 Cartons x $____ Per Carton | = $_____ GROSS RESALE VALUE |
| • Number Cartons ____ x $____ Cost | = $_____ RETAILER'S COST |
| • Subtract Retailer's Cost From Gross Sales | = $_____ GROSS DOLLAR PROFIT |
| —ADD $3.00 (MINI-BIN ALLOWANCE @ 10¢ PER CARTON) | = $_____ MINI-BIN ALLOWANCE |
| • ADD GROSS DOLLARS — MINI-BIN ALLOWANCE | = $_____ TOTAL GROSS $ PROFIT |
| • TOTAL GROSS DOLLAR PROFIT ÷ GROSS SALES | = $_____ GROSS PROFIT MARGIN |

*CLOSE:* _____

BRANDS GROWTH AND/OR MARKET SHARE IS AN OPTIONAL ELEMENT OF THIS PRESENTATION AND SHOULD BE USED ON AN AS NEEDED BASIS.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# PRESENTATION SUGGESTIONS

## CONTROLLED OUTLETS

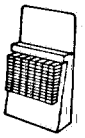
Primary Objectives: (1) Getting to the order guide, (2) Increasing the base inventory in each outlet and (3) Getting the merchandise out on the carton and pack racks.

*FORMAT*

APPROACH MANAGER: To tell purpose of call _____

SERVICE DISPLAYS AND RACKS

- Fill and label pack rack.
- Fill and label carton rack. Use available space to insure that major brands and packings have adequate distribution.

- Refill and relocate A-1 or other displays as needed. 

P.O.S. ITEMS (SMALL PIECES): should be put in place as you are re-setting racks and displays.

INVENTORY CARTONS ON HAND: FOLLOW THESE SELLING POINTS:

- (Brands) in which manager is low or short.
- Manager's inventory status—your past three trips.
- Out of stocks are losing him (Cartons)—(Dollars) Weekly.
- The growth of our brands: (See Promotion Rationale).
- Formulate book order based on needs of outlet and order objectives set with division manager.
- List your order: _____ List by brands: _____ Total order: _____
- Make certain all brands needed by the outlets are placed in the order guide. Leave order with manager.
- His weekly order should be increased by _____ cartons.

*CLOSE:* _____

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Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

**PHILIP MORRIS U.S.A.**

**INTER - OFFICE CORRESPONDENCE**

100 Park Avenue, New York, N.Y. 10017

To: · All Sales Personnel — Sixth Sales Cycle

From: · J. J. Gillis

Subject: · Parliament New Package Introduction

Introduction

After a successful test in Texas and Cleveland, Ohio, we are now in the process of introducing Parliament 80 and 85's nationally in a new package and carton. This is an exciting step, which will enhance the total Parliament image and help increase the distribution and customer base of the brand.

During the month of December, 1974, these new packages and cartons will arrive at local distributors, and may begin to appear at the retail level toward the end of that month as supplies of old packages are exhausted. Through January, 1975, each carton will contain an insert announcing the new packages to the consumer and explaining that this is a package change, with the quality of the product remaining the same. (Parliament cases containing the new packages, cartons, and inserts will be stamped with one of two code letters - I or SI.)

General Requirements

- Copies of the carton insert and a trade brochure explaining the change will be included in the P.O.S. materials for the Sixth Cycle. They should be used to notify all accounts about the introduction of the new packages.

- Every effort must be made to rotate the old Parliament 80 and 85 mm packages at every level of distribution during the Sixth Cycle. Supplies of the old packages must be exhausted before the new packages are sold. This is extremely important, as Parliaments in the old package will not be returned to Richmond under any circumstances.

REMEMBER: This is not a new product or a line extension - it is a new package and a new carton.

- New Vending labels will be shipped to D.M.'s and AMDS's and carton rack labels to D.M.'s and AMCS's to arrive the week of December 2, 1974. These should not be used in the Sixth Cycle, but held until the First Cycle, 1975.

Direct Account Activity

**1005010035**

Sell-in efforts for the new Parliament packages should be made during the month of November. A brochure and carton insert are provided to assist you. Inform accounts that heavy advertising support for the new packages will begin nationally on January 20, 1975. Advertisements will appear in magazines, Sunday Supplements, and at outdoor locations.

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

Specific objectives must be established for the following:

- Filling distribution gaps which exist in assigned accounts.
- Insuring proper product rotation at all warehouse levels. It is imperative that all old packages move out first.

Retail Activity

Parliament 80/85's (old package) will be the tertiary brand during the second four weeks of the Sixth Cycle. This promotional support will assist in obtaining full product rotation at the retail level. Specifically, each Sales Representative must:

- Display Parliament 80/85's only in the 20 pack Set/Sell unit provided.
- Insure proper product rotation at the retail level. All supplies of the old package must be exhausted before the new packages are sold. Old packages will not be picked-up and returned to Richmond.
- Leave a "carton insert" with each retailer contacted during the entire Sixth Cycle (a quantity of inserts is included in the Cycle P.O.S. Kit).

Reporting

Reporting on the Daily Work Record and Scanner Report will be as usual.

Materials

| | AMCS | AMDS | M/R | D.M. | S.R. |
|---|---|---|---|---|---|
| Carton Insert | 50 | 50 | 50 | 50 | 400 |
| Trade Brochure | 50 | 50 | 40 | 40 | --- |

This package change is an important positive step for Parliament, and with your help during the transition period, the brand should experience renewed growth during 1975.

Jack Gillis

J. J. Gillis

JJG:JZ

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Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

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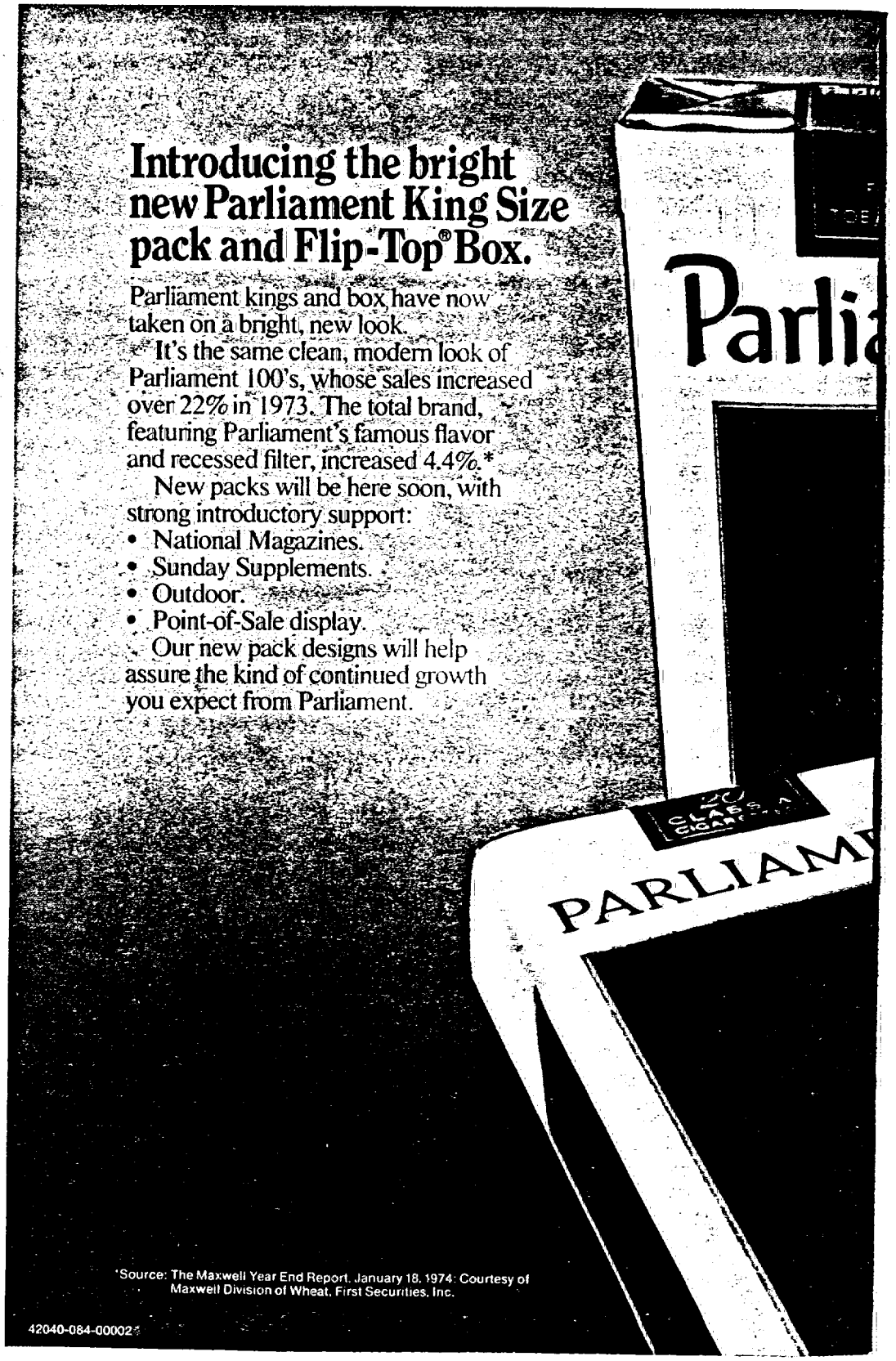


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Source: https://www.industrydocuments.ucsf.edu/docs/kwnm0000

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Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# Announcing a new look for Parliament.

1005010040

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# Bright new Parliament packs, with the same great taste.

We've changed the look of the Parliament packs. But inside, you'll still find the recessed filter and the same great Parliament flavor. Some things are too good to change.

New box. New soft pack.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 15 mg. "tar," 0.9 mg. nicotine—
100's: 18 mg. "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Mar. '74

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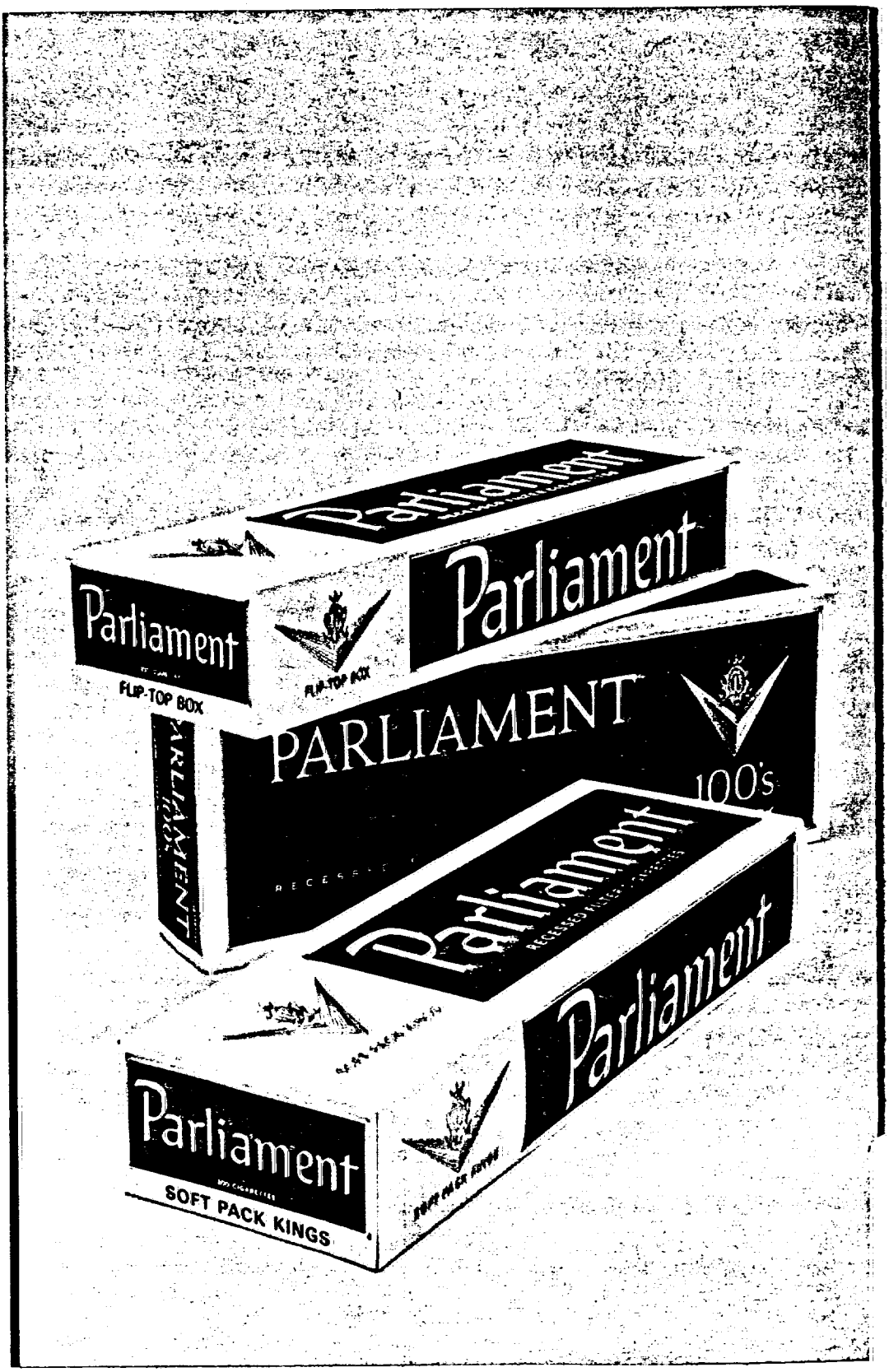
Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0010

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Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

A COUPLE OF GUESSES
COULD GET YOU
A COUPLE OF HUNDRED DOLLARS.

100501043

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

That's the first prize in Benson & Hedges 100's Sweepstakes for the trade only. (It's the equivalent of 100 feet of $1 bills.)

Second prize is 100 $1 bills and third is 100 half dollars.

All you have to do is guess which of the 100 Benson & Hedges 100's Sweepstakes this year will draw the most entries and which the least.

Just be sure your entry card is postmarked by February 1, 1975 and received no later than February 10, 1975.

As for guesswork, it doesn't take any to know that the 100 Sweepstakes will help you sell Benson & Hedges 100's again this year. We're just bringing you this guessing game to help you win another way.

Here are my guesses: sweepstakes #_____ will draw the most entries, sweepstakes #_____ will draw the fewest. Sure hope these guesses work.

Name _____ Store _____

Street _____ City _____ State _____ Zip _____

**Official Rules**

**BENSON & HEDGES 100's TRADE SWEEPSTAKES**

1. On the attached postage-free reply card, fill in your name, store name and address and your guess of the sweepstake that will draw the most entries and the one that will draw fewest entries in this year's 100 Sweepstakes.

2. Entries must be postmarked by February 1, 1975 and received no later than February 10, 1975.

3. Winners will be selected by National Judging Institute, Inc. whose decisions are final. In the event of a tie, winners will be selected by a drawing among those entries with the correct answers.

4. This contest is open only to persons over 21 years of age. Employees and their families of Philip Morris, its subsidiaries, advertising and judging agencies are not eligible. Offer is void wherever prohibited or restricted by law.

42021-084-00034

100501044

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

FIRST CLASS
Permit No. 37
Westbury, N.Y.

BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

Benson & Hedges 100's
Trade Sweepstakes
P.O. Box 2366
Westbury, N.Y. 11591

1005010045

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

1005010046




Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# Which are your favorite Benson & Hedges 100's sweepstakes?

You have a choice of 100 prizes, each in its own sweepstakes.

Anything from a new 1975 car to a hundred-million-year-old footprint of a dinosaur. Or a sailboat. A home sauna. A tree house. Or one of 9 trips. Or a zooful of animal crackers. A tubful of hotel towels. A wiggle of live worms and a rowboat to take them fishing. And there are 83 more possibilities.

In any case, any winner may change his mind and ask for 100 ft. of dollar bills ($200) instead.

Each of our 100 winners will receive a letter explaining exactly what the prize includes, what choice there is (if any) of style or color or flavor, and what options there are on deliveries of perishable goods.

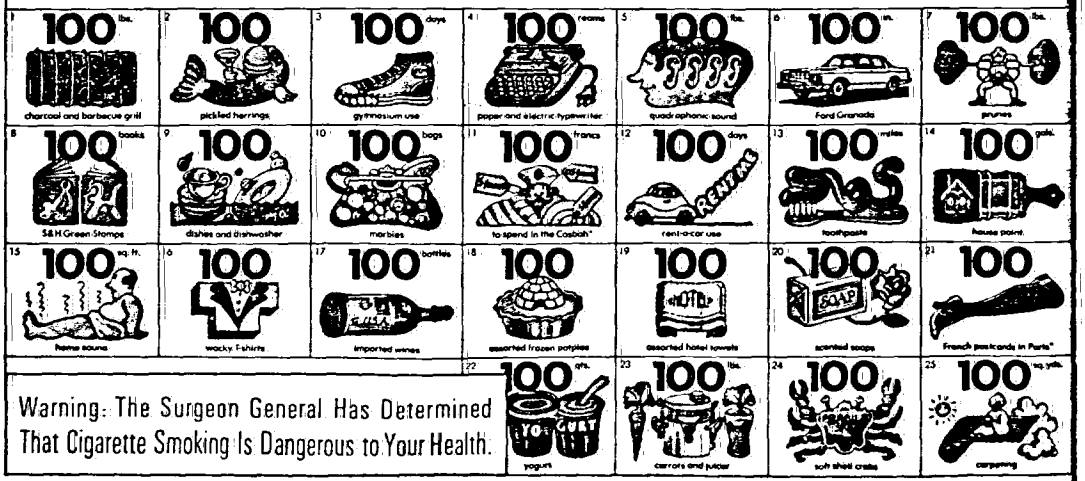
Please read the rules carefully and especially note that each sweepstakes must be entered individually, with each entry mailed separately in its own envelope, and the sweepstakes number in the lower left corner.

Here's hoping you'll win your favorite prize from Benson & Hedges 100's, America's favorite cigarette break.

**OFFICIAL RULES – NO PURCHASE REQUIRED**

1. Write the number of the sweepstakes you wish to enter in the space provided on the official entry blank, or on a plain piece of 3"x 5" paper.
2. Hand-print your name, address and zip code on your entry, include with it the front panels from two packs of Benson & Hedges 100's, Regular or Menthol, or the words "Benson & Hedges 100's" hand-printed on a plain piece of paper.
3. Enter as often as you wish, but you may enter only one sweepstakes per entry, and each entry must be mailed separately, to: Benson & Hedges 100's, at the P.O. Box number on the coupon below, Westbury, New York 11598. Entries must be postmarked by February 1, 1975 and received by February 10, 1975.
4. IMPORTANT: You must write the numbers of the sweepstakes you are entering on the outside of the envelope, in the lower left-hand corner.
5. Winners will be selected in random drawings from entries for sweepstakes, by Marchesani Judging Institutes, Inc., an independent judging organization, whose decisions are final. Odds of winning will be determined by the number of entries received for each sweepstakes. Winners will be asked to execute an affidavit of release and eligibility. All prizes will be awarded. Only one prize to a family. Liability for taxes is the sole responsibility of the individual winners. In lieu of any prize, winner may elect to receive a cash award of $200.
6. Contest open to all U.S. residents over 21 years of age, except employees and their families of Philip Morris, Inc., its advertising agencies and Marchesani Judging Institute, Inc. This offer is subject to all federal, state and local laws. Void in Idaho, Montana, Georgia, and wherever prohibited, restricted or taxed.
7. For a list of winners, send a stamped, self-addressed envelope to BENSON & HEDGES WINNERS LIST, P.O. Box 3478, Westbury, New York 11595.

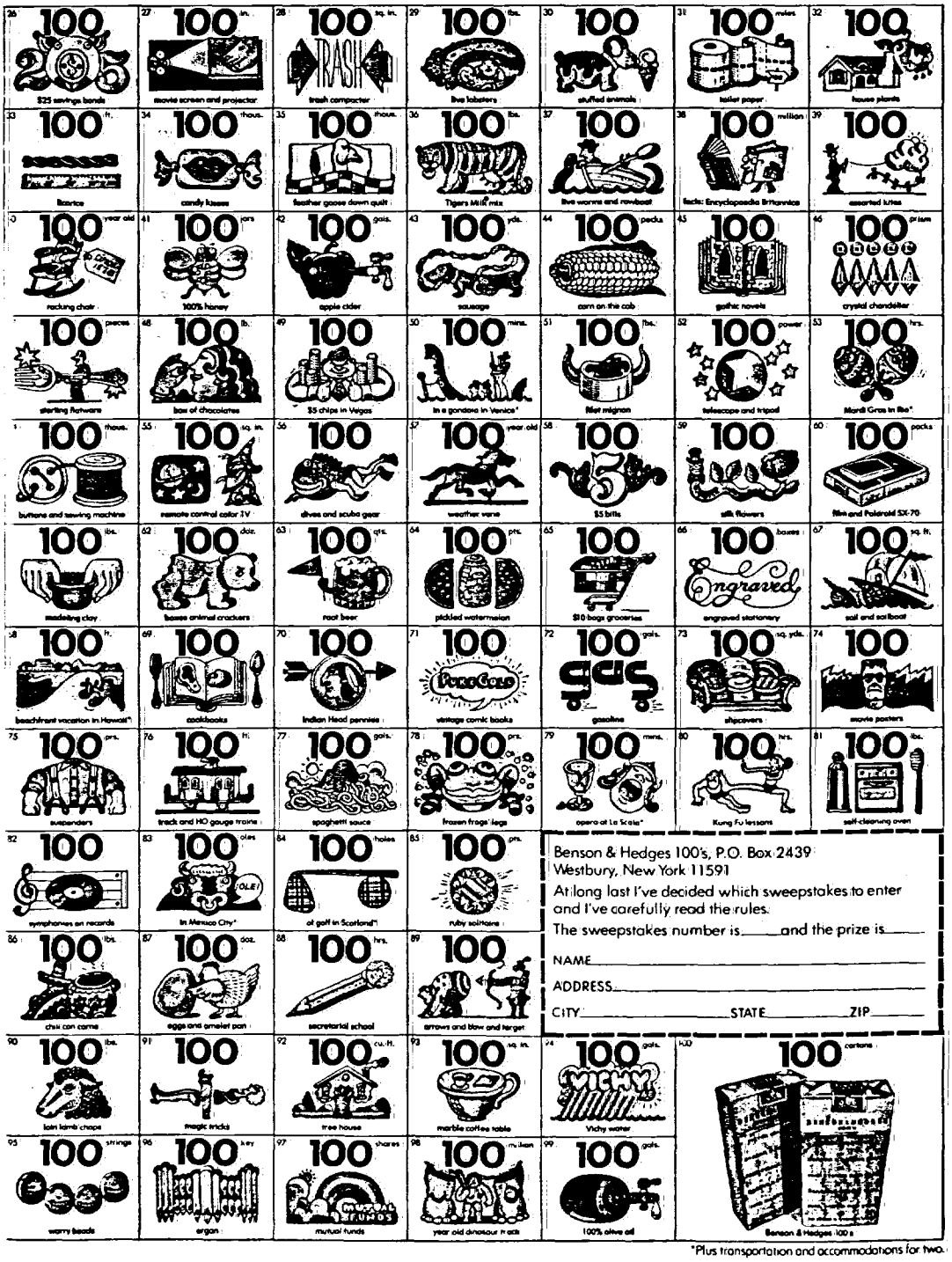
18 mg. "tar," 1.2 mg. nicotine, av. per cigarette, FTC Report, Mar. '74.




Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

100501004?

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000




Benson & Hedges 100's, P.O. Box 2439
Westbury, New York 11591

At long last I've decided which sweepstakes to enter and I've carefully read the rules.

The sweepstakes number is_____ and the prize is_____

NAME_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

*Plus transportation and accommodations for two.

100501048

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# Why this year's 100's sweepstakes will be your favorite of them all:

Our sweeps have been getting bigger and better year after year. Last year, the third time up, entries were literally in the millions — with proofs of purchase of over 30 million cigarettes.

This year, fourth time up, everything going for you is coming up bigger and better than ever before. Even a simple matter of bigger and better prizes.

And, especially, a bigger and better list of magazines running the full-color double spread you've just seen, adding up to well over 200 million reader impressions through November and December:

**Woman's Day**
**McCall's**
**Ladies' Home Journal**
**Playboy**
**Redbook**
**Time**
**New York Magazine**
**Newsweek**
**Sports Illustrated**
**Cosmopolitan**
**People**
**Southern Living**
**Psychology Today**
**New Times**
**Texas Monthly**
**Parade**
**Sunday**
**Family Weekly**
**New York Times Magazine**

Order up Benson & Hedges 100's and watch your sales go up, as they have time after time after time.

100501049

# Benson & Hedges 100's

Regular and Menthol

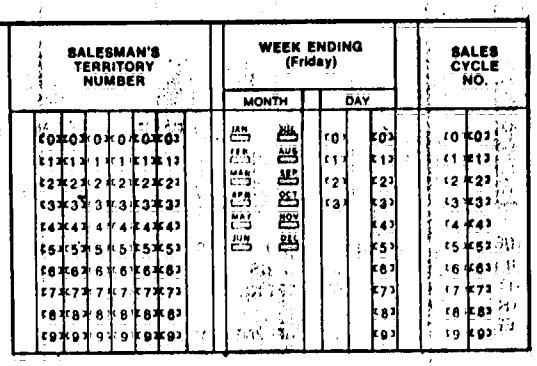
42021-084-00010

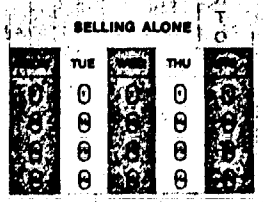
Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

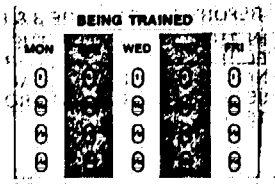
# SCANNER SHEET REPORTING INSTRUCTIONS

SALESMAN'S NAME _____

TERRITORY NUMBER _____



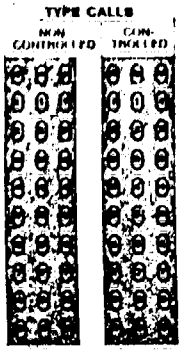




REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.

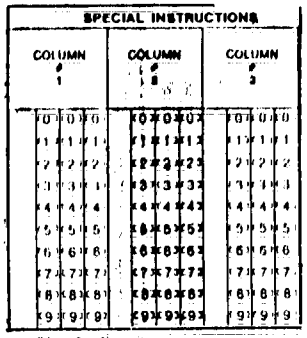
REVIEW YOUR SCANNER CAREFULLY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY.

MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING.



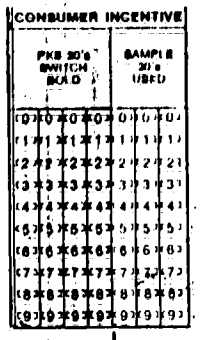

REPORT NUMBER OF NON-CONTROLLED AND NUMBER OF CONTROLLED CALLS MADE EACH WEEK.

ALL GRATIS USED SHOULD BE COMBINED AND TOTAL PACKS USED REPORTED IN THIS COLUMN.




REPORT SALES OF EXTRA 5 CARTONS OF MARLBORO RED IN COLUMN NO. 1.

USE OTHER COLUMNS ONLY AS SPECIFICALLY INSTRUCTED IN YOUR P.P.P.




REPORT TOTAL NUMBER OF 20's SWITCH SOLD IN THIS COLUMN.

REPORT TOTAL NUMBER OF 20's USED FOR SWITCH SELLING AND SAMPLING IN THIS COLUMN.

100501005O

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

## CARTONS SOLD

### 1st. MAJOR CIGARETTE

| Non-Controlled | Controlled |
|---|---|
| 0 0 0 0 0 | 0 0 0 0 0 |
| 1 1 1 1 1 | 1 1 1 1 1 |
| 2 2 2 2 2 | 2 2 2 2 2 |
| 3 3 3 3 3 | 3 3 3 3 3 |
| 4 4 4 4 4 | 4 4 4 4 4 |
| 5 5 5 5 5 | 5 5 5 5 5 |
| 6 6 6 6 6 | 6 6 6 6 6 |
| 7 7 7 7 7 | 7 7 7 7 7 |
| 8 8 8 8 8 | 8 8 8 8 8 |
| 9 9 9 9 9 | 9 9 9 9 9 |

REPORT ALL SALES OF B & H 100's IN THIS COLUMN FOR THE FULL EIGHT WEEKS. MAKE CERTAIN NON- CONTROLLED TOTALS ARE SEPARATED FROM CONTROLLED TOTALS.

### 2nd. MAJOR CIGARETTE

| Non-Controlled | Controlled |
|---|---|
| 0 0 0 0 0 | 0 0 0 0 0 |
| 1 1 1 1 1 | 1 1 1 1 1 |
| 2 2 2 2 2 | 2 2 2 2 2 |
| 3 3 3 3 3 | 3 3 3 3 3 |
| 4 4 4 4 4 | 4 4 4 4 4 |
| 5 5 5 5 5 | 5 5 5 5 5 |
| 6 6 6 6 6 | 6 6 6 6 6 |
| 7 7 7 7 7 | 7 7 7 7 7 |
| 8 8 8 8 8 | 8 8 8 8 8 |
| 9 9 9 9 9 | 9 9 9 9 9 |

- REPORT ALL SALES OF VIRGINIA SLIMS IN THIS COLUMN FOR THE FIRST 4 WEEKS (NOV.4-NOV. 29)
- MARLBORO 2ND 4 WEEKS (DEC. 2 - DEC. 27)

### 3rd. MAJOR CIGARETTE

| Non-Controlled | Controlled |
|---|---|
| 0 0 0 0 0 | 0 0 0 0 0 |
| 1 1 1 1 1 | 1 1 1 1 1 |
| 2 2 2 2 2 | 2 2 2 2 2 |
| 3 3 3 3 3 | 3 3 3 3 3 |
| 4 4 4 4 4 | 4 4 4 4 4 |
| 5 5 5 5 5 | 5 5 5 5 5 |
| 6 6 6 6 6 | 6 6 6 6 6 |
| 7 7 7 7 7 | 7 7 7 7 7 |
| 8 8 8 8 8 | 8 8 8 8 8 |
| 9 9 9 9 9 | 9 9 9 9 9 |

- REPORT ALL SALES OF MARLBORO IN THIS COLUMN FOR THE FIRST 4 WEEKS (NOV. 4 - NOV. 29)
- PARLIAMENT – 2ND 4 WEEKS (DEC. 2 - DEC. 27)

### SUPPLEMENTAL

| Non-Controlled | Controlled |
|---|---|
| 0 0 0 0 0 | 0 0 0 0 0 |
| 1 1 1 1 1 | 1 1 1 1 1 |
| 2 2 2 2 2 | 2 2 2 2 2 |
| 3 3 3 3 3 | 3 3 3 3 3 |
| 4 4 4 4 4 | 4 4 4 4 4 |
| 5 5 5 5 5 | 5 5 5 5 5 |
| 6 6 6 6 6 | 6 6 6 6 6 |
| 7 7 7 7 7 | 7 7 7 7 7 |
| 8 8 8 8 8 | 8 8 8 8 8 |
| 9 9 9 9 9 | 9 9 9 9 9 |

REPORT THE SALES OF ALL OTHER BRANDS IN THIS COLUMN FOR THE ENTIRE CYCLE.

## DISPLAYS

### SETUP OR SERVICE

| B | B-1 |
|---|---|
| 0 0 0 | 0 0 0 |
| 1 1 1 | 1 1 1 |
| 2 2 2 | 2 2 2 |
| 3 3 3 | 3 3 3 |
| 4 4 4 | 4 4 4 |
| 5 5 5 | 5 5 5 |
| 6 6 6 | 6 6 6 |
| 7 7 7 | 7 7 7 |
| 8 8 8 | 8 8 8 |
| 9 9 9 | 9 9 9 |

REPORT AS USUAL.

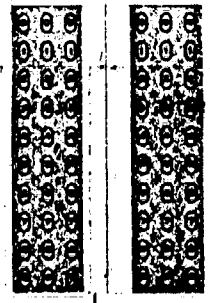
### 1st. MAJOR CIG.

| SET/SELL | SPECIAL ACTIVITY |
|---|---|
| 0 0 0 | 0 0 0 |
| 1 1 1 | 1 1 1 |
| 2 2 2 | 2 2 2 |
| 3 3 3 | 3 3 3 |
| 4 4 4 | 4 4 4 |
| 5 5 5 | 5 5 5 |
| 6 6 6 | 6 6 6 |
| 7 7 7 | 7 7 7 |
| 8 8 8 | 8 8 8 |
| 9 9 9 | 9 9 9 |

REPORT ALL PAID SET/SELLS DISPLAYS FOR B & H 100's IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

### NON PAID DISPLAYS




REPORT ALL 1ST MAJ. SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN.

REPORT ALL 3RD BRANDS SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN

### 3rd MAJOR CIG.

| SET/SELL | SPECIAL ACTIVITY |
|---|---|
| 0 0 0 | 0 0 0 |
| 1 1 1 | 1 1 1 |
| 2 2 2 | 2 2 2 |
| 3 3 3 | 3 3 3 |
| 4 4 4 | 4 4 4 |
| 5 5 5 | 5 5 5 |
| 6 6 6 | 6 6 6 |
| 7 7 7 | 7 7 7 |
| 8 8 8 | 8 8 8 |
| 9 9 9 | 9 9 9 |

REPORT ALL PAID MARLBORO SET/SELL DISPLAYS DURING THE FIRST 4 WEEKS PARLIAMENT 2ND 4 WEEKS.

DO NOT REPORT IN THIS SECTION.

### DISPLAYS ERECTED / SPECIAL ACTIVITY

| | |
|---|---|
| 0 0 0 | 0 0 0 |
| 1 1 1 | 1 1 1 |
| 2 2 2 | 2 2 2 |
| 3 3 3 | 3 3 3 |
| 4 4 4 | 4 4 4 |
| 5 5 5 | 5 5 5 |
| 6 6 6 | 6 6 6 |
| 7 7 7 | 7 7 7 |
| 8 8 8 | 8 8 8 |
| 9 9 9 | 9 9 9 |

REPORT ALL VIRGINIA SLIMS "BOOK OF DAYS" A-1 DISPLAYS ERECTED THIS CYCLE IN THIS COLUMN.

REPORT ALL 30-CARTON MINI-BIN DISPLAYS ERECTED THIS CYCLE IN THIS COLUMN.

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

Form # 1239 Rev. 10/73
P.M. U.S.A.

# PHILIP MORRIS U.S.A.

## SALESMAN'S EXPENSE VOUCHER

DRAFT NO. ← FILL IN | DO NOT WRITE HERE → GROUP | SALESMAN'S NUMBER

SALESMAN'S NAME (PRINT) | WEEK ENDING (SATURDAY) 19

HEADQUARTERS (CITY-STATE) | TERRITORY CODE | REGION NO. | SECTION NO.

Receipts must be attached to duplicate copy which is mailed to immediate superior for all expenses. Such receipts must be on Certified Bill Head showing date, items purchased and value, and must be signed by the person receiving payment.

| | | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | TOTAL | Acct. Code |
|---|---|---|---|---|---|---|---|---|---|---|
| | Hours Worked | | | | | | | | | FOR OFFICE USE ONLY |
| | Explanation Time Not Worked | | | | | | | | | |
| | Town and State Where Expenses Were Incurred | | | | | | | | | |
| Personal And Other Expenses | Room | | | | | | | | | |
| | Meals | | | | | | | | | |
| | Telephone, Telegrams, Postage | | | | | | | | | |
| | Transportation Paid By You (other than company car) | | | | | | | | | |
| | Personal Smokes | | | | | | | | | |
| | Supplies – Office, Etc. | | | | | | | | | |
| | | | | | | | | | | |
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| | | | | | | | | | | |
| | Total Personal and Other Expenses | | | | | | | | | |
| Samples | Switch Sampling | | | | | | | | | |
| | Samples – Other (Specify) | | | | | | | | | |
| | | | | | | | | | | |
| Incentive Promotions | Dealer Incentives | | | | | | | | | |
| | TOTAL GRATIS | | | | | | | | | |
| | PACKS USED | 300 | Packs | | | | @ | $ .31 | $93.00 | |
| | $1.00 Gratis Units ~~1st Major~~ | 90 | Outlets | | | | @ | $ 1.00 | $90.00 | |
| | $1.00 Gratis Units ~~3rd Brand~~ | 30 | Outlets | | | | @ | $ 1.00 | $30.00 | |
| | Mini-Bins | 180 | Ctns. | (Max. $ 3.00/Outlet) | | | @ | $ .10 | $18.00 | |
| | | | | | | | | | | |
| | | | | | | | | | | |

MERCHANDISING PROGRAM WEEKLY EXPENSE – SHOW TOTAL FROM PERFORMANCE REPORT (FORM #1762)

SHOW AIR TRAVEL CARD CHARGES SEE INSTRUCTIONS #11

| TRIP DATE | TICKET NO. | ORIGIN | DESTINATION | AMOUNT |
|---|---|---|---|---|
| | | | | $ |
| | | | | |
| | | | | |

| | |
|---|---|
| TOTAL EXPENSES ABOVE | |
| AUTO EXPENSE (FROM AUTO EXPENSE STATEMENT) | |
| TOTAL EXPENSE | |

Comments:

SIGNATURE | ADDRESS | CITY | STATE | ZIP CODE

Quadruplicate (Salesman Only) Forward To Section Office

1005010052

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

★ ★ ★

# ADVERTISING SCHEDULE

NOVEMBER 4 - DECEMBER 23

6TH SALES CYCLE

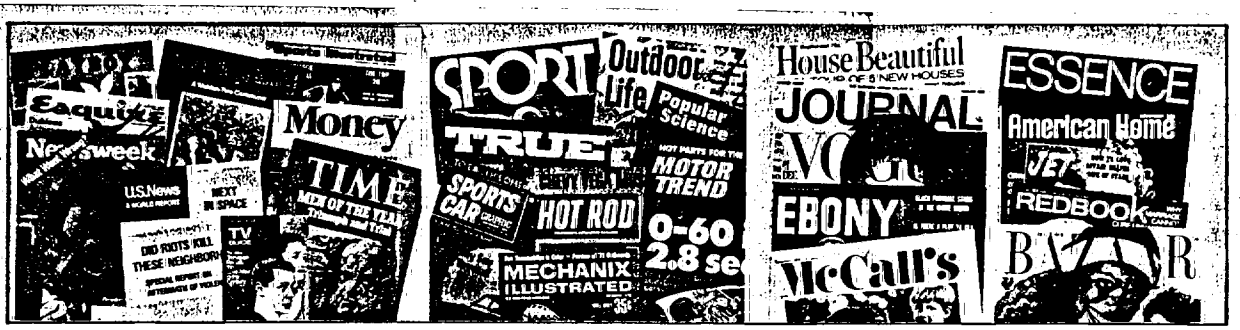
1974

★ ★ ★

MARLBORO BENSON & HEDGES PARLIAMENT
VIRGINIA SLIMS MULTIFILTER

1005010053

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000




# NATIONAL PERIODICALS

## ON SALE THIS CYCLE

**MARLBORO**

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sports Illustrated
Playboy
Penthouse
Oui
V.I.P. Magazine
Esquire
Popular Science
Popular Merchanics
Mechanix Illustrated
Sport
True
Sports Afield
Sporting News
Argosy
Outdoor Life
Field & Stream
VFW Magazine
American Legion
Motor Trend
Hod Rod
Car Craft
Road & Track
McCalls
Family (Army Times)
Ladies Home Journal
Redbook
Ebony
Jet
Contact
Players
Black Sports
Family Circle
Cosmopolitan
Money
Travel & Leisure
New Times

**VIRGINIA SLIMS**

TV Guide
People
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Vogue
Mademoiselle
Harper's Bazaar
Family Circle
Woman's Day
American Home
House & Garden
House Beautiful
MacFadden's Women's Group
Dell Modern Group
Southern Living
Ideal Women's Group
Glamour
Viva
Girl Talk
Ebony
Ebony Fashion Fair Program
Womens Sports
Essence

**PARLIAMENT**

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Psychology Today
Money
Travel & Leisure
Saturday Review/World
Harpers
Atlantic
Woman's Day

**BENSON & HEDGES**

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sport Illustrated
Esquire
Playboy
Penthouse
Viva
Ebony
Black Enterprise
Jet
Crises
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Family Circle
Woman's Day
Womens Sports
American Home
Saturday Review/World
Atlantic
Psychology Today
Harper's
New Times
Gourmet
Southern Living
National Jewish Monthly

**MULTIFILTER**

TV Guide
Time

1005010054

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

## LOCAL ADVERTISING REGION NO. 1

### OUTDOOR*

| | | |
|---|---|---|
| Parliament (November) | Boston | 110 Posters |
| | Hartford | 25 Posters |
| Benson & Hedges (December) | New Haven | 32 Posters |
| | New York | 191 Posters |
| | Providence | 38 Posters |
| | Newark | 240 Posters |
| Parliament (November) Benson & Hedges (December) | New York | 1,800 2-Sheet Subway Panels |
| Marlboro (November) Parliament (December) | New York | 500 King-Size Panels |
| Marlboro | New York | 300 Subway Clocks |
| Marlboro | Rochester | 5 Bulletins |
| | Bridgeport | 2 Bulletins, 23 Posters |
| | Boston | 8 Bulletins, 110 Posters |
| | Buffalo | 4 Bulletins, Erie County Stadium |
| | Hartford | 2 Bulletins 18 Posters |
| | New Haven | 4 Bulletins 13 Posters |
| | New York | 46 Bulletins |
| | Providence | 6 Bulletins |
| | Albany | 34 Posters |
| | Atlantic City | 1 Bulletin |
| Marlboro | All Markets | REA Truck Panels |
| Benson & Hedges | New York | 8 Bulletins |

### REGIONAL PERIODICALS

| | | |
|---|---|---|
| Benson & Hedges, Parliament | Boston | Boston Magazine |
| Benson & Hedges, Parliament | Boston New York | Playbill |
| Benson & Hedges, Marlboro, Parliament | New York | Cue |
| Benson & Hedges, Parliament, | New York | Lincoln Center Programs |
| Benson & Hedges, Parliament, Marlboro | New York | New York Magazine |

*Bulletin Dimensions:
Bulletin (Permanent & rotating) - 12'x48' - 20'x70'
Poster (30-Sheet Panels) - 12'x25'
Kings (8-Sheet Panels) - 88"x85"
2-Sheet - 45"x59½"

1005010055

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

## SUNDAY SUPPLEMENTS

### NATIONAL:

| | |
|---|---|
| Family Weekly | - Marlboro, Virginia Slims, Benson & Hedges |
| Parade | - Benson & Hedges, Marlboro, Virginia Slims |
| Tuesday | - Virginia Slims |
| Dawn | - Virginia Slims, Benson & Hedges |

### LOCAL:

| | | |
|---|---|---|
| Buffalo | Courier Express | Parliament |
| Boston | Advertiser/Herald Traveler | Parliament, Benson & Hedges, Marlboro, Virginia Slims |
| Hartford | Courant | Parliament |
| New York | Long Island Newsday | Benson & Hedges Box, Marlboro, Virginia Slims, Parliament |
| | News | Benson & Hedges Box, Marlboro, Virginia Slims, Parliament |
| | Times | Parliament, Marlboro, Benson & Hedges Box |
| Newark | Star Ledger | Parliament |
| Providence | Journal | Benson & Hedges, Marlboro, Virginia Slims, Parliament |
| Rochester | Democrat & Chronicle | Benson & Hedges, Marlboro, Virginia Slims, Parliament |
| Syracuse | Herald American/ Post Standard | Parliament |
| Worcester | Sunday-Telegram | Benson & Hedges, Marlboro, Virginia Slims, Parliament |

### NEWSPAPERS:

| | | |
|---|---|---|
| Boston | Globe, Herald American | Marlboro Menthol, |
| Bridgeport | Post Telegram | Marlboro Menthol |
| Hartford | Courant, Times | Marlboro Menthol |
| New Haven | Register | Marlboro Menthol |
| New York | News, Post, Times | Benson & Hedges Box, Marlboro Menthol |
| | Village Voice | Benson & Hedges Box, |
| | Amsterdam News | Benson & Hedges Box, Marlboro Menthol |
| | Jamaica Voice | Benson & Hedges Box, Marlboro Menthol |
| | Newark Afro-American | Benson & Hedges Box, Marlboro Menthol |
| | Long Island Newsday | Benson & Hedges Box, Marlboro Menthol |
| New Jersey | Paterson News | Benson & Hedges Box, Marlboro Menthol |
| | Trenton Times | Benson & Hedges Box, Marlboro Menthol |
| | Newark Star Ledger | Benson & Hedges Box, Marlboro Menthol |

1005010056

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 2842—Book of Days—Req. No. 99403—Page 4/c—Tobacco Trade, 1974 (A)
Printed in U.S.A.

*Women used to keep house. Now they keep engagements.*

# That's why VIRGINIA SLIMS "Book of Days" Engagement Calendar

will be a big salesmaker for you during December.

The 1975 "Book of Days" Engagement Calendar is the fourth annual edition of a sales sensation: more than one million copies in just three years.

"Book of Days" is free to your customers with a carton purchase of Virginia Slims during December. It's all new for 1975, with 144 colorful pages of photos, facts, anecdotes that women dote on. They want "Book of Days". If they see it first in your store, that's where they'll get it.

Powerful advertising support! Full color pages in • McCall's • Cosmopolitan • Redbook • Ladies Home Journal • TV Guide • Local newspaper supplements.

Check your stock of Virginia Slims, Regular and Menthol now. Sales are up 14.5% so far in 1974! More than ever, Virginia Slims is the Number One cigarette made for women.

*Another sales-building promotion from The Profit Makers.*

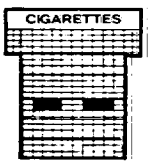
**Philip Morris USA**

1005010057

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# MERCHANDISING

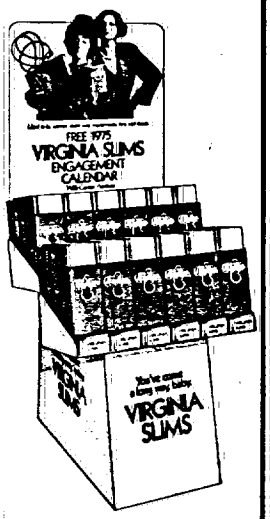
**PLAN A**



USE PLAN-O-GRAM based on Market Share (4th Shelf or Higher)

**PLAN A-1**

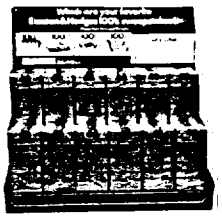
Virginia Slims




Dec. 2-Dec. 27, 1974

**PLAN B**

WOOD RACK



Benson & Hedges 100's
Nov. 4-Dec. 29, 1974

NEW WIRE RACK

Benson & Hedges 100's

Virginia Slims
Nov. 4-Nov. 29, 1974

Benson & Hedges 100's

Marlboro Red/Green
Dec. 2-Dec. 27, 1974

**PLAN B-1**

Virginia Slims / Benson & Hedges 100's

Nov. 4-Nov. 29, 1974

Marlboro Red/Green / Benson & Hedges 100's

Dec. 2-Dec. 27, 1974

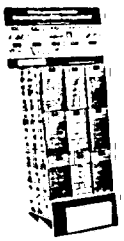
**LOCATION OF DISPLAY B & B-1:**
Front Counter Near Cash Register

**PURPOSE OF DISPLAY**
- Insure Adequate Product Visibility
- Improve Product Exposure
- Satisfy Consumer Demand for Product
- Self Service

## SET AND SELL DISPLAYS

**FIRST FEATURED BRAND**

30 Pack Display



Benson & Hedges 100's
Nov. 4-Dec. 27, 1974

**THIRD FEATURED BRANDS**

20 Pack Display

Marlboro Red/100's
Nov. 4-Nov. 29, 1974

20 Pack Display

Parliament 80/85's
Dec. 2-Dec. 27, 1974

1005010058

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

# RETAIL ACTIVITY

***SELL-IN:**

15 carton combination sell-in with 5% hand gratis up to 15 cartons.

| NOVEMBER | | | | | | |
|---|---|---|---|---|---|---|
| S | M | T | W | T | F | S |
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

November

5 Benson & Hedges 100's (3 Gold, 2 Menthol)

3 Virginia Slims (2 Regular, 1 Menthol)

2 Marlboro (2 100's)

5 Marlboro Red (Box, Soft)

15 Cartons

| DECEMBER | | | | | | |
|---|---|---|---|---|---|---|
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

December

5 Benson & Hedges 100's (3 Gold, 2 Menthol)

3 Marlboro (2 Lights, 1 Green)

2 Parliaments (1 80, 1 85)

5 Marlboro Red (Box, Soft)

15 Cartons

***NOTE**

- 5% Gratis will be allowed on the sale of 5 cartons of Marlboro Red 80/85mm. Dealer must buy all 15 cartons to receive gratis on Marlboro Red.
- 30 carton Mini-Bin program with $.10 per carton allowance (maximum $3.00 per location) should be presented to all independent supermarkets. No gratis merchandise authorized on 30 carton sell-in.
- Latitude will be permitted in changing the product mix in the 15-carton sell-in. Example: We suggested 3 Gold and 2 Menthol for Benson & Hedges sell-in as First Featured Brand. In instances where you are selling in an area where Menthol consumption is high, or where your customer has on hand a sufficient quantity of Benson & Hedges Gold, sell-in 1 Gold and 4 Menthol as applicable.

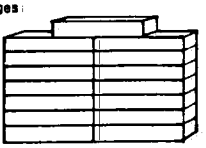
**HAND GRATIS**

1 PACK FREE with 2-CARTONS

UP TO

+

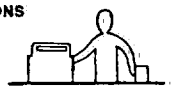
*8 PACKS* FREE with 15 *CARTON PURCHASE* (3 packs Marlboro 80/85's)



- $1.00 Set/Sell allowance for the primary display, plus an additional $1.00 Set/Sell allowance for the tertiary display, provided *both* displays are in a self-service position for 2 weeks.
- With merchandising contract—use 20 pack Set/Sell displays. Without merchandising contract—use 30 pack Set/Sell display and 20 pack Set/Sell display.

(NOTE: Combinations you can offer: 5% hand gratis + Set/Sell allowance or Set/Sell allowance or 5% hand gratis.)

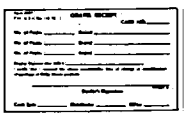
**DISPLAY LOCATIONS**



COUNTER OR CHECKOUT

**GRATIS RECEIPT**

| | |
|---|---|
| PLACE DISPLAYS | — Show $1.00 ($2.00 if both displays—$3.00 for Mini-Bin) display payment on bottom of gratis receipt. |
| SIGNATURE | — Dealer signature required. |
| COMPLETED RECEIPT | — Attach to Weekly Expense Voucher, or Daily Work Record. |
| RECORD | — In accordance with Section Policy. |



**SPECIAL SELL-IN/DISPLAY ACTIVITY**

- *National:* Refer to Display Set-up page inside Product Promotion Plan Folder.
- *Seattle:* See Merchandising Set-up page.
- *San Francisco, Oakland and San Jose:* See Merchandising Set-up page.
- *New York City:* See Merchandising Set-up page.

**FEATURED BRANDS**

1005010059

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000

1005010060

PHILIP MORRIS U.S.A.

SP 6-76

Source: https://www.industrydocuments.ucsf.edu/docs/sxwm0000